



CIHEAM

International Centre for Advanced  
Mediterranean Agronomic Studies  
Mediterranean Agronomic Institute of Zaragoza



Food and Agriculture Organization  
of the United Nations  
Fisheries and Aquaculture Department

## Advanced Course

# RESEARCH APPLICATIONS IN SEAFOOD MARKETING

Zaragoza (Spain), 10-14 December 2012

### 1. Objective of the course

The dynamics of change in contemporary seafood markets demand that individuals and organisations understand and have the capacity to manage the application of research in seafood marketing.

The seafood sector in the Mediterranean plays an increasingly important role within the wider market for foods. Globalisation of markets, coupled with international concerns about the sustainability of existing supplies, promote the ongoing need to review the role of marketing research. Population growth, changing lifestyles and demands for food quality, safety and sustainability have created a more competitive environment for all actors in the seafood business.

Seafood markets are the arena within which stakeholders exchange values through production, processing, trade and consumption. In order to realise the potential added value of seafood, industry professionals must be equipped to anticipate, analyse and implement solutions responding to evolving trends and challenges.

A critical deliverable of the course is an enhanced understanding of the methods to analyse the key factors shaping seafood markets, with special emphasis on the Mediterranean and lessons to be learnt from elsewhere in Europe and the rest of the world. The 5-day course is intensive but selective in its coverage of topics, which span the entire marketing research process from the identification of problems or opportunities, through to implementation, monitoring and review of solutions. This output will provide an improved understanding and appreciation of the key drivers which will help generate added value to participants' future professional activities.

The programme of lectures has been designed to embrace topics from the global to the local, from both theoretical and applied perspectives. The sequence of the sessions will enable and encourage discussion of participants' experiences, whilst learning about other emergent trends which will shape the future seafood marketing environment. The staff for the course have been selected from a range of institutions and networks based upon their qualifications and research experience. The dissemination process will draw upon the wide range of skills and expertise held by the staff who share a common appreciation of the contemporary challenges in the seafood sector.

Participation in the course will give delegates an improved knowledge and skills set surrounding seafood marketing research applications. These include:

- Identification of problems and opportunities within seafood markets.
- Planning research to refine prospective solutions.
- Design of appropriate research methodology.
- Selection of suitable data sources and data capture instruments.
- Analysis and interpretation of data gathered.
- Identification and implementation of possible solutions.
- Establishment of monitoring and reviewing processes.
- Enhanced awareness of, and the capacity to respond to, future change in the seafood sector.

### 2. Organization

The course is jointly organized by the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), through the Mediterranean Agronomic Institute of Zaragoza (IAMZ), and the Food and Agriculture Organization of the United Nations (FAO), through the Fisheries and Aquaculture Department, and will take place at the Mediterranean Agronomic Institute of Zaragoza. The course will be given by well qualified lecturers from international organizations, universities, government departments and private companies in different countries.

The course will be held over a period of one week, from 10 to 14 December 2012, in morning and afternoon sessions.

### 3. Admission

The course is designed for a maximum of 25 participants with a university degree. It is intended for professionals responsible for the management of, or involved in, seafood marketing and its related activities, such as producers, retailers, public sector agents, technical advisors, academics and analysts working in organizations within the seafood sector.

Given the diverse nationalities of the lecturers, knowledge of English and French will be valued in the selection of candidates, since together with Spanish, they will be the working languages of the course. However, if necessary, the IAMZ will provide simultaneous interpretation of the lectures.

Please display on a notice board if possible



CIHEAM

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See updated information at

[www.iamz.ciheam.org](http://www.iamz.ciheam.org)

INFORMATION  
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## 4. Registration

Application forms may be obtained from:

Instituto Agronómico Mediterráneo de Zaragoza  
Avenida de Montañana 1005, 50059 Zaragoza (Spain)  
Tel.: +34 976 716000 - Fax: +34 976 716001  
e-mail: iamz@iamz.ciheam.org  
Web: www.iamz.ciheam.org

Candidates should send the completed application form to the above address, accompanied by a detailed *curriculum vitae*, stating degree, diplomas, experience, professional activities, language knowledge and reasons for applying to the course. Copies of certificates should be enclosed with the application.

The deadline for the submission of applications is **28 September 2012**.

Applications from those candidates who cannot present their complete records when applying, or those requiring authorization to attend the course, may be accepted provisionally.

Registration fees for the course amount to 450 euro. This sum covers tuition fees only.

## 5. Scholarships

Candidates from CIHEAM member countries (Albania, Algeria, Egypt, France, Greece, Italy, Lebanon, Malta, Morocco, Portugal, Spain, Tunisia and Turkey) and other FAO Mediterranean member countries may apply for scholarships covering registration fees, and for scholarships covering the cost of travel and full board accommodation in the Hall of Residence on the Aula Dei Campus. Applications from other FAO member countries may exceptionally be considered.

Candidates from other countries who require financial support should apply directly to other national or international institutions.

## 6. Insurance

It is compulsory for participants to have medical insurance valid for Spain. Proof of insurance cover must be given at the beginning of the course. Those who so wish may participate in a collective insurance policy taken out by the IAMZ, upon payment of the stipulated sum.

## 7. Teaching organization

The course requires personal work and interaction among participants and with lecturers. The international characteristics of the course favour the exchange of experiences and points of view.

Formal lectures are interlinked with case studies and working group sessions in which participants undertake marketing research, review sources of information, compare different research methods, interpret results and discuss their findings and marketing implications.

## 8. Programme

1. **Introduction (3 hours)**
  - 1.1. Marketing concepts and applications in seafood products
  - 1.2. Global seafood supply and demand
  - 1.3. The case of the Mediterranean area
2. **Research in marketing (10 hours)**
  - 2.1. Research design
    - 2.1.1. Aims and objectives
    - 2.1.2. The research planning process
    - 2.1.3. Budgeting for research
  - 2.2. Sources of information
    - 2.2.1. Secondary data
    - 2.2.2. Primary data
  - 2.3. Data collection instruments
    - 2.3.1. Sampling
    - 2.3.2. In depth interviews
    - 2.3.3. Focus groups
    - 2.3.4. Survey panels
    - 2.3.5. Questionnaire design
    - 2.3.6. Observation and experimentation
    - 2.3.7. Practical work
      - 2.3.7.1. Presentation of research brief
      - 2.3.7.2. Field work at a retailer
      - 2.3.7.3. Group reporting on retail research brief
  - 2.4. Overview of data analysis
3. **Creation of values – a critical analysis through case studies (4 hours)**
  - 3.1. Understanding consumers
  - 3.2. New product development
    - 3.2.1. Decision making in species diversification
    - 3.2.2. Decision making for product differentiation
  - 3.3. Certification and seafood sustainability communications
4. **Communication of values – a critical analysis through case studies (4 hours)**
  - 4.1. Promoting seafood at the national and brand levels
  - 4.2. Promoting health through seafood consumption
  - 4.3. Communication through social media
  - 4.4. Participants' contributions on seafood promotion and communication
5. **Delivery of values – a critical analysis through case studies (4 hours)**
  - 5.1. Assessing delivery of customer expectations
  - 5.2. Market segmentation and positioning
  - 5.3. Analysis of seafood pricing decisions
  - 5.4. Assessing market power
  - 5.5. Logistics decisions
  - 5.6. Technical visit to Caladero, a processing and distribution plant
6. **Strategic management in seafood (3 hours)**
  - 6.1. Marketing strategy and planning in seafood
  - 6.2. From local to global: intermediary perspectives
  - 6.3. Seafood in future global food markets
7. **Final discussion (1 hour)**

## GUEST LECTURERS

M. AYMERICH, ANFACO-CECOPESCA, Vigo (Spain)  
T. BJØRNDAL, CEMARE, Univ. Portsmouth (United Kingdom)  
J.M. FERNÁNDEZ POLANCO, Univ. Cantabria, Santander (Spain)  
K. GALLOWAY, Seafish, Edinburgh (United Kingdom)  
P. GAYÁN, Caladero S.L., Zaragoza (Spain)  
J. KVALHEIM, Norwegian Seafood Council, Tromsø (Norway)

A. LEM, FAO, Roma (Italy)  
G. OCAÑA, SGP, MAGRAMA, Madrid (Spain)  
P. PAPAGEORGIOU, Aquaculture & Fisheries Consultant,  
Athens (Greece)  
J. YOUNG, Univ. Stirling (United Kingdom)

